

JOB DESCRIPTION



Role title:	Digital Communications Development Assistant
Grade and salary:	Grade E – Salary £20,706 - £26,016 pending a 2.1% pay award
Hours:	37 hours per week
Department or Division:	Corporate Services - Communication and Engagement
Location:	Force Headquarters, Butterley Hall, Ripley
Post reports to:	Digital Communications Development Manager
Suitable for job share or part-time:	Yes
Other considerations:	<p>All successful applicants will be required to submit themselves for drug testing in line with the Force's Drug Policy.</p> <p>Due to the nature of security checks undertaken, applicants must have 5 years continuous residency in the UK up to the date of the application.</p>
Date last reviewed:	May 2022

PURPOSE AND DESCRIPTION OF JOB ROLE:

At the direction of the Digital Communications Development Manager, you will support the delivery of the force's digital communication development activity (internal and external) to optimise digital platforms used by the organisation and help enhance the profile and confidence in Derbyshire Constabulary.

To support the delivery of digital project plans and the development of the force's digital channels, producing content for the web

To help research and support the current and future use of digital platforms used in-force to communicate and engage internally and externally.

SPECIFIC ROLES AND RESPONSIBILITIES:

To support the delivery of the force's Digital Communication Development Strategy, covering both internal and external digital channels, through the production, uploading, and publishing of digital and written content, quality assuring them to ensure they are relevant, timely, and reflect corporate messaging, tone and style.

To support the Digital Communications Development Team through providing project development support, working to objectives and milestones set by the Digital Development Communications Manager and supporting the other roles within the team.

To carry out research to support projects and give insight into current and future trends around digital communication.

To support, where appropriate, the delivery of a digital development training programme for officers and staff in the use of digital communication platforms, to help enable the workforce to become more capable of accessing and sharing information digitally.

To support the Digital Communications Development team in delivering devolved publishing throughout the organisation, by helping to administer access to digital channels.

Be responsible for taking photographs and ensuring photographic and design files are managed and stored correctly, within the force's asset storage system, adhering to the agreed metadata standards and naming protocols.

To assist with monitoring and administering the force's interactions with the public via social media, Derbyshire Alert and other engagement platforms.

To develop and maintain current knowledge of legislation issues relating to all aspects of web and media law and ensure legal and quality procedures are followed.

To ensure all produced products are aligned to the corporate brand guidelines, and to support the team with their products in this regard.

Provide administrative support, when required, to colleagues within the wider Communication and Engagement team.

SKILLS AND EXPERIENCE REQUIRED:

Essential:

- Educated to a degree level or equivalent in a digital communications-related field, or equivalent professional experience.
- Experience in supporting the delivery of projects, including working to deadlines and updating project plans.
- Experience in researching and report writing, interrogating and analysing gathered and inputted data to provide reasoned insights and recommendations.
- Understanding and experience in the use of digital media platforms, especially content management systems, including the preparation and production of audio and video for publication.
- Proven experience of developing written, audio and visual products within a communications function with strong proof-reading skills, paying close attention to detail.
- Knowledge of web and media law relating to policing and communication.
- Understanding and experience of how creativity and innovation in the production of designed, written, audio and / or visual products support the delivery of effective communication and engagement.

- Good communication and engagement skills, with an ability to maintain good working relationships with people at all levels, both internally and externally.
- Ability to use content creation and enhancement packages such as Adobe Creative Suite, particularly Photoshop, and knowledge and experience of using Microsoft Office programmes.
- Ability to work flexibly to meet changing demands and manage workload efficiently and effectively, working on own initiative and as part of a team.

Desirable:

- An ability in film making and video editing especially using Adobe Premiere Pro and associated Adobe products.
- The ability in graphic design, especially using the Adobe Illustrator and/or InDesign products.
- Knowledge and experience of front-end coding, such as HTML and CSS.
- Experience in training in a variety of situations, such as one-to-one or groups.

PERSONAL QUALITIES:

We have identified nine competencies that help describe what effective behaviour looks like in Derbyshire Constabulary. These competencies illustrate how we put our Force's guiding principles into practice so that everyone understands what is expected of them in their day-to-day work:

Acting with Integrity: Is trusted and respected by others and is known as someone who does what they say they'll do. Understands the impact and consequences of doing (and being seen to do) the right thing, is happy to raise concerns and will challenge inappropriate or unethical behaviour.

Working with others: Works to develop a positive team spirit and appreciates the value different backgrounds and experience can contribute to team success. Is approachable and inspires others to do their best. Treats others with dignity and respect, and maintains a positive, friendly outlook. Appreciates the contributions of others – and lets them know.

Problem solving and innovation: Uses experience, creativity and common sense to solve problems practically and innovatively. Makes sure they fully understand the problem, its cause and implications. Seeks the input and views of others. Weighs up options to make sure the solution they choose is the most effective and makes good decisions in a timely way.

Planning and organising: Is clear about their goals and create plans and processes that are targeted at the right priorities – those that will truly deliver the most value. Copes well with change and uncertainty, knows that it's not always possible to get the full picture or remove every risk before acting.

Communicating and influencing: Presents written and verbal communication in a clear and effective way. Puts across points of view persuasively but keeps an open mind and is willing to change their position if sound arguments are presented back.

Personal development: Takes opportunities to improve their skills, knowledge and experience. Gives and seeks constructive feedback to help them and others develop successfully.

Delivering results: Delivers what is needed when promised. Enjoys adding value, knows what needs to be done and stays focused. Identifies issues or obstacles that could prevent or delay getting things done and takes appropriate action.

Customer focus: Knows how they personally support the service we provide to the public. Is passionate about adding value for the public and internal stakeholders, improving processes and removing unnecessary cost and waste. Understands how their attitude and behaviour impacts on public perception of the service we provide.

Operational and technical awareness: Keeps well-informed and knows what internal and external factors could impact on our performance. Promotes and pushes activity that improves performance and our service to the public. Is knowledgeable and effective in their area of expertise.